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SPUNK

By

DAVID V. BUSH

Author
Character Analysis—How to Read People at Sight
The Fundamentals of Practical Psychology
Applied Psychology and Scientific Living
The Universality of the Master Mind
Psychology of Success
Psychology of Sex—How to Make
Love and Marry

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CHAPTER I

HOW WELL CAN YOU TAKE DEFEAT?

THERE is nothing but eternal victory for the man who can take defeat with a smiling grace and with a poised confidence in his ultimate triumph.

Defeat is only another way of reaching one's goal, and as a rule, the more defeats a man has the greater will be his power in the end.

"All the world's a stage" and we are merely players. All life is a school room where we learn our daily lessons, and the more pricks we get in life's lessons the more punch we shall have for accomplishing ultimate success.

We learn to swim by trying. Our efforts seem at first to be vain. We sink, we struggle, we come to the top and squirt water from our choking throat, we catch our breath quickly and try desperately to find a foothold which will enable us to keep our head above water. We did not succeed in swimming the first time we made the

effort, but the fellow who tries the second time and the third time, the one who goes under but comes up again for the fourth and the fifth time, who struggles the sixth and the seventh time, the one who gives an extra kick the eighth and the ninth time, who does not feel his feet on solid bottom with his head above water, with the spirit to try it again for the tenth and the eleventh time and who sinks and comes up the twelfth and thirteenth time—the one who finally gets in a stroke here and there, who gives a kick to keep his head above water the fourteenth and the fifteenth time, although he goes under and under and comes up and up and goes down and down and down and strangles and strangles and paddles and paddles and kicks and kicks, is the man who finally learns to swim!

Defeated in his first effort, he is successful in the end. Driven almost to desperation in his vain endeavor to keep his head above water, but determined not to let one defeat or two defeats or three defeats or a dozen defeats, keep him from learning how to swim, he, in time, becomes a strong and experienced swimmer.

The greatest of the sons of men were not successful in their first undertakings. Some of the foremost men in all history have met nothing but defeat piled upon defeat, dis-

aster following upon the heels of previous disaster, failure dogging their footsteps for thirty, forty, fifty and sixty years, but in the end, triumph! That is the way of life—that is the way of success.

Few men reach their goal without some sinking, strangling, choking, kicking and awkward paddling; and if perchance they do establish their first stride of success without the preliminary stride of the amateur learning to swim, they usually become so inflated with their achievement that they never go far. They rest on their laurels and miss the higher success which might have been theirs had they first been defeated a few times.

It is a good thing for a man to meet defeat—aye, for most men it is the best thing that can happen to them, and the man who can smile in his defeat and glory in his failure and exult in his loss, yet still keep the determination to try again, is not only made of the stuff that kings are made of, but is made of the stuff that successful men are made of, and is bound to conquer in the end.

The old adage that you cannot keep a good man down applies to the man who has met defeat. It does not matter how many times the real success-to-be meets with defeat—those defeats are needed lessons to make him a greater success in the end.

Call the roll of the truly great and see if

their early defeats were not really the stepping-stones to their final success. We are pretty safe in saying that the more defeats a man has, the more punches he gets from the hand of fate, the more black eyes environment gives him, and the more rebuffs circumstance hands out, the greater will be his success in the end—if he never gives up.

"Aye, there's the rub!" The difference between success and failure is so small that no one can tell exactly where one ends or the other begins. Just where one man gives up because fate has dealt him an uppercut, the other man, who has had as many defeats and as many cuts below the belt, and who may perhaps have less genius into the bargain, goes on to his ultimate achievement because he comes back and tries again. He never, never surrenders!

There is no ultimate defeat for the man who never says die. The crown of achievement is placed upon the brow of the persistent man no matter how many times he may have been defeated. Why? Because he will not give up. The laurel wreath is not placed upon the brow of the timid or the fearful, nor is the race won by one who quits when a single defeat is scored against him. Achievement is handed on a silver platter to the man who will never say die!

How many defeats have you had—how

many can you take—how long can you stand it? Can you come back with your old time "pep" when fate has given you an uppercut that splits your jaw? That is the question! The answer spells either ultimate success or permanent failure. There can be no failure in the end for the man who never says die. Victory, achievement, power, success and triumph await the man who tries again.

Nearly every big financier of America has at some time in his life been a failure. The difference between these great men and many mediocre, fairly successful gentlemen is simply the spirit of coming back and trying again.

In the bright lexicon of American manhood, which fate has reserved for the courageous, there is no such word as "defeat." Or, if there is such a word, it signifies merely a stepping-stone to greater victory.

How well can you take defeat? How often can you come back? How many times can you rebound from the knockdowns of life to the upright, victorious attitude of achievement? As long as you can bound back defeat will be only your best friend. The need of the hour is that each defeated person will take stock of himself, search his own soul, and from present defeat find a way of bringing about a greater success than he

could have had if undefeated. Defeat is the lever by which a man can lift himself by his own bootstraps. Defeat can spell victory and triumph, and each visitation can be made to mean greater success in the end.

From the time he stretched his gaunt body before the fireplace in the log cabin to see to figure his lessons on the back of a shingle, until his final great success, Abraham Lincoln knew nothing but failure. The more disappointments he had, the more setbacks that were his, the more defeats scored against him, the more reserve power he accumulated. Each failure was to him a lever, which by determination he used to raise himself to the topmost pinnacle among men. He had but slight success before his crowning one, than which there could have been nothing greater.

George Washington scarcely won a real battle until he forced the surrender of Cornwallis at Yorktown, but that victory was a corker! It represented even more emphatically than the battle of Concord, the "shot heard round the world"—it was a declaration of the freedom of man which will be heard throughout all generations to come.

Bull Run was a most disastrous affair for the Union forces in the early days of '61, but that very defeat was the spark necessary to fire the ranks of the Federal army, and to

steel the spirit of the North. So, although it took four years to turn this first defeat into ultimate victory, the turn came; and when it did come, it came with such a bang and such a smash that the flag of the world's freedom for every race of man was unfurled, never again to be lowered even to half mast. The defeat at Bull Run meant victory at Appomatox Court House.

The immortal General Grant who that day accepted with supreme dignity the sword of the South's surrendered forces never knew that that by-gone defeat in his personal experiences was only to steel his ranks and inspire them to the ultimate victory ahead.

General Grant never knew defeat. He did not recognize it; he could not spell it when it came either into his own life or into the life of his cause. General Grant was far from a success until his final great achievement. His boyhood, schooldays and early manhood, as well as his years of full maturity, smacked of everything but success. Apparently defeated at every turn, he seemed veritably marked by Mother Nature for a final spanking. Circumstance seemed to entangle him in its deadly meshes; conditions and environment all appeared to vie one with the other to crush his spirit, break his back, and kill the last spark of manhood within him; but Grant in his personal and civic life knew no

such thing as defeat. He was a man of victory! He maintained a victorious attitude, and that which he maintained was finally his. Anyone who can keep the spirit of victory in the dark, gloomy days of defeat is bound to have ultimate triumph and success.

How well can you take defeat?

Can you take it like a Washington, like a Lincoln, like a Grant—can you take it like a man, like a son of the eternal God? If you can, victory is bound to be yours!

Everybody seems to chew "Wrigley" these days. "Spearmint," "Wrigley," "bobbed hair," chewing gum, all tied up in one. Is there an American son of an American, or a son of an adopted American, who does not know Wrigley and Spearmint?

Wrigley, multimillionaire, making his way from the ranks of the dollarless to the heights of the richest, where his name is on every tongue, had plenty of defeat; but each defeat was only a lesson indicating to him the way to greater success in the end.

Wrigley came to New York City twice to sell gum and went broke twice. After his second failure it is reported that he said, "I am coming back to New York and when I do, New York will know I am here!" He went back. It is said that he spent a million dollars his first time in New York, but he did not make a dent. New York chewed him all

right, but not in the way the public is chewing him now. New York chewed up his money, chewed up his advertising, and then swallowed him whole. Wrigley came back again. He left New York temporarily defeated, but with a victorious attitude; with the spirit of the conqueror. He made another million, and then another. His fame spread, his gum was chewed and chewed and chewed all over—even New York was now chewing Wrigley's gum, but not as much as it should. So Wrigley came back again to the scene of his two defeats, back to his chewing gum "Bull Run," back to the battlefield which had been soaked with the sweat of his brow and the blood of his heart; back to the place where he never could have been worse off. How did he come back? With the spirit of victory; with the manner of the conqueror! Back with the old fire and the old faith in himself, for the third time Wrigley invaded New York! For the third time his chewing gum howitzers, his Spearmint gatling guns and his "P. K." armored tanks were concentrated on the bill boards and newspapers and magazines of the metropolis; and behold—Wrigley won back the two fortunes he had lost in Greater New York City!

How can you take defeat? Aye, that is the question. To be defeated or not defeated

must at some time be answered by every living son of Adam. Your future depends entirely upon how you answer it. To be defeated and then "suffer the slings and arrows of outrageous fortune" with the shreds of failure slipping from your hands, but facing the world with the spirit of victory and achievement, means that your defeat will be turned to victory in the end.

How can you take your defeat? That is the question. Answer it in the affirmative and you have won so solidly that nothing this side of eternity can keep you from ultimately running up your flag of victory on the heights of eternal achievement!

How well can you take defeat?

CHAPTER II

SPUNK

WHAT is the difference between the man who ultimately succeeds and the man who fails? Spunk!

What if you have been slapped around by fate, cuffed by circumstance, jostled by heredity? Spunk doesn't give a rap how many raps you've had! Spunk thrives on raps and jostling and knocks and cuffing and rebuffs. Spunk only smiles in the face of defeat. When hit the hardest, spunk smiles the broadest.

Get spunk!

John L. Sullivan, who for twenty-five years was king of the pugilistic world, claimed that he never felt a blow from his opponent while in the ring. He was so absolutely immersed in the job at hand, and had learned so thoroughly to concentrate toward the one objective of battering down his opponent, that he did not feel his opponent's blows no matter how violently they were delivered. That is spunk.

The fellow with spunk does not care how

many times he has to battle, for battling only develops more spunk. The more he battles the more spunk he gets, and that is another way to win—the only way.

Solomon in his Proverbs instructs us: "With all thy getting, get understanding." We would humbly add, in this modern day of materialistic scrambling after money-bags, influence and power, that in all your getting you had better get spunk, and plenty of it. The more you get the better for you and the better for spunk!

I know a man who in his career has had as many cuffs and rebuffs as a dozen men could stand, yet who has achieved signal success in his line of work. The harder this man was cuffed and rebuffed, the clearer he kept his head, the harder he worked, and the more confidence he had in his ultimate achievement. That is spunk.

Anybody can be cuffed and beaten. Anybody can be rebuffed and give up. Anybody can be battered and scarred, but the thing that saves is spunk—and anybody can have spunk, too, if he will! The idea which you entertain in your mind is the thing that counts. If your idea is that of spunk, spunk is what you will have. If your idea is to bow to the "inevitable," you are going to bow; and as you bow someone will kick you from behind and knock you over. The idea

is the thing that counts. Get the idea of spunk, and the more vivid you make it the more spunky you will become. Think spunk, and you will be spunky!

A rat is one of the most cowardly of all creatures. If he has a chance of running away he will take it. But when cornered, and utterly without an avenue of escape, he develops into a veritable fury and fights like a wildcat. We should not recommend anyone to be a rat, but we recommend anyone when cornered to have the spunk of a rat. Perhaps all you need to discover you have spunk is to be cornered. Maybe the loom of life is now weaving a web to corner you, and maybe that is the very thing you need. Maybe you are cornered now, so that all you need is the inspiration of a temporary setback to make you strike out and batter down the circumstances which have cornered you and seem to have beaten you.

Man is only clay in the hands of the potter, so the good book tells us; but now we understand that we are the potter, and that the power within us is the God-power to mould our own pattern and achieve our own success. We are clay, but we are God-inspired clay. Clay, but the clay that gods are made of. The omnipotent power is resident within each individual, and by our own

thinking we determine and fashion ourselves. Inoculate your life-clay with some of the spirit of spunk, and, lo and behold!—the potter of life, your own power within, will mould into full perfection the thing your inmost spirit cries to be! Inculcate into your life's clay the spirit of spunk, and spunk you will have.

The world gives way to the man with spunk. Have spunk, and the world is yours! Fate itself, the seemingly inevitable, is overcome by the man of spunk. Have spunk, and the inevitable will for you be success, prosperity and achievement!

CHAPTER III

GET THE PROSPERITY HABIT

MANY people do not have abundance and prosperity and are not successful because they have not cultivated the prosperous, abundant, successful attitude.

Get the prosperity habit of thought.

It is impossible for a man to attract abundance to him, have prosperity and worthwhile success if his whole mental attitude is not tuned to that key. It is like fishing without bait—it is like going to a Fourth of July picnic expecting to have a lot of good things to eat and taking nothing with you. You might get a fish, if the fish is blind, or you might get something to eat at the picnic if, perchance, someone takes pity on you, but that is about the only thing that will happen. So, in the world of prosperity, we might become fairly prosperous, but it will be one chance in a million unless we have the prosperous frame of mind—the bait, by which we "catch" success.

We get in this life only that which we are going to get. We may go fishing all day in the boiling sun, blister our hands, wear out

the seat of our pants, come home with an empty line, empty stomach and empty basket, but if we did not take with us the right kind of bait to attract the fish to our inviting hook, we cannot blame the fish, the time or the place. The fault is ours, simply because we did not conform to the rules of the fishing game—knowing that the fish have appetites and do not bite on bare hooks or hooks improperly baited.

So a man may fish a lifetime for prosperity, success and abundance, but without the bait of the right mental attitude never win success, prosperity and abundance, achieving only the customary "fisherman's luck."

The fact is that if a man is to be prosperous, he must think in terms of prosperity.

The law of Karma is ever true—what we sow we reap, and if a man sows poverty, the unsuccessful seed-lack-of-abundance "bait," he will get that which he sows. To have prosperity you must sow the seed thoughts of prosperity. Get the prosperity habit of thinking. Think that you can have prosperity, believe that you are going to have prosperity, know that prosperity is yours, claim it now, have the victorious attitude of the successful man today, and the bait that you are using, the seed you are sowing will attract to you the things you want.

We would think a man was crazy if, on the

Fourth of July, in the boiling sun, setting out to see how far his corn had grown, he went into a garden patch of Russian thistles, into a patch where he had not sowed corn. We get what we sow. If we sow corn, we get it. If we sow wheat, wheat is what we harvest. If we sow Russian thistles, Russian thistles is what will spring up. We get the thing we expect to get; therefore, create, maintain and hold the prosperity habit of thinking.

How many, many people expect to have prosperity and then go to work with a face downcast, a spirit that is broken and a mental attitude of defeat! Everyone in the office from the errand boy to the boss himself will catch the defeat vibrations of the down-cast individual and no one will have confidence in him, not even the floor sweeper. Instead of blaming circumstances, conditions, environment and fate because we are not successful, let us throw the searchlight of fairness into our own souls and see what is our mental attitude. Do you really believe in prosperity? Are you looking for it, do you expect it to come, are you confident it is yours? If you are, then one of these days you will garner a big barnful of the things you expect to get—prosperity, abundance, success.

A man may be the greatest genius God

ever let breathe, but if he has not enough confidence in himself, enough spunk to strike out for himself, enough grit and gumption to see he is a spark of the divine, the chances are the world will never know he is alive.

Get the prosperity habit!

There is no difference between you and the successful man unless your thinking makes it so. Every great and successful human being who has trod the globe has believed in his own power of achievement. You have the same birthright as the rest of the sons of God—claim your birthright now, create the habit of prosperous thinking.

"Thoughts are things," said Shakespeare, and Shakespeare understood. Whatever you achieve, you literally achieve by thinking.

The shuttle which weaves the fabric of life's success on the loom of achievement is the victorious mental attitude. If you would be prosperous, if you would be successful, if you would have abundance, think abundance. The same energy spent in worrying about our debts, grieving over our poverty, railing against fate and condemning our situation, if spent in the right mental attitude of prosperity, success and abundance, would bring to us the things which we want instead of keeping us chained to the thoughts we loathe and against which our souls rebel.

We cannot think poverty and have abundance. We cannot think failure and have success. We cannot think limitation and have prosperity. For that which we think, we have. We become like that which we think.

If a man is going out into the world for game, he has to go prepared to get it.

The man hunting big game—elk, moose and bear—does not go on his expedition with a pop-gun over his shoulder. He goes prepared to get the thing which he wants, equipped with rifle and shells. So in the game of life. To get that which we want we must first be prepared in mind that we are going to get it. Throw away your "pop-gun" of failure, lack, limitation and fate, and put in its place steel jacketed shells and big caliber rifle, with the hammer all cocked ready to be pulled by the finger of success and "Bang!" down will come your big game of achievement. To get the thing you want, be prepared. To have prosperity, expect you are going to get it.

What would you think of a man who starts out from San Francisco to go to Liverpool and buys a railroad ticket only to New York City, expecting to board a boat and get across the great, wide, deep Atlantic without a steamship ticket or the equivalent thereof? You will think he is crazy, foolish or mad. To go to his destination he must

have the wherewithal to get there. Wise is the man who either buys his ticket clear through to his destination, or makes other provision for the same.

The man who starts out upon the road of life without a through ticket of right thinking may travel half-way across the continent of experience, reach his New York of living, but never cross the deeps of life's great success because he has made no provision for the latter part of the journey—the provision of right thinking.

If you are going to travel the successful road to the top you must be equipped in mind so that you will ultimately reach your goal. That mental equipment is, first of all, belief that you are going to get there. Get the prosperity habit of thinking.

When the airfleet, expecting to circle the globe, left Seattle, it was equipped with all sorts of mechanical contrivances designed to meet every emergency so that when an engine went bad in the American ship of the air, Yankee ingenuity had already anticipated just such an emergency and at once connected up another engine in its place. The trip was not given up because of deficiencies in mechanism.

So in life, when a man starts around-the-world flight of success if he be wise he will equip his mental mechanism with the right

kind of energy-appliances. If when he hops from a continent to an island he strikes a dead air chamber, and the flight seems to be ruined by the danger reefs ahead, the resourcefulness and ingenuity of the pilot do not fail him—he is ready for any emergency. So in your air flight of life, be ready for anything that comes—your readiness depends upon your mental attitude.

There is no defeat for the man who does not believe in defeat. There is no failure for the man who does not accept failure and will not bow to the mandate of the "inevitable." Your mental equipment depends upon vision, foresight, courage, faith and victory. If you expect to make a prosperous flight of the world, add to this mental equipment the attitude of prosperity, and prosperity you will have. You may have to detour, you may have to back up, you may fly ahead and get balked by tricky wind currents, but that is not anything, it is only another way of having fun while en route to your ultimate goal—prosperity.

To have prosperity, expect it. To have prosperity know that you are going to get it. To have prosperity take every jolt, misfortune, handicap, hindrance and accident as a training school for a greater and more precious prosperity-loving-cup in the end.

To be prosperous, think prosperity—that is, get the prosperity habit of thinking.

CHAPTER IV

HAVE YOU BEEN SIDETRACKED?

VERY few of the world's great men have come into their own before fifty years of age. Most all of the "Sons of Achievement" have been sidetracked some time or other. Rare are the sons of men who blaze forth in meteoric fashion while young. True, some have enjoyed this experience but they are few in number. As a rule the one who has had his great success while in his twenties or early thirties is the one who peters out at the age of sixty. Not everyone can stand success.

The one who makes the greatest headway while he is young is inclined to rest upon his oars. At the age of forty-five or fifty, when he ought to be pulling the strongest, he has got into the habit of drifting, thinking backwards to his early success, resting upon his laurels, instead of looking forward and pulling upstream to a new and greater goal.

Blessed is the man who has been sidetracked a time or two.

Every experience of life is good and the bitter ones best of all.

Sidetracking is a mighty good thing for most men who are ambitious to render the greatest amount of service and put in their best licks for success and prosperity.

How patient can you be when you are sidetracked? Can you plug as hard on the side track as on the main line? Can you work with energy, vim and vigor free from bitterness when the switchman of experience has run you onto the sidetrack of life?

Can you dig in your toes and grit your teeth and clinch your fists and pound away as hard on the sidetrack as though you were flying smoothly ahead on the main line aboard the Twentieth Century Limited? The answer to this spells ultimate success or failure.

The man who is sidetracked and still fights bravely on, taking conditions as they are and wringing from circumstances a still greater desire to achieve, is the man who, in the end, will profit by the sidetracking experience and thank God that he had it.

Every experience is for your good and the sidetracking best of all.

On the side track you will be having new experiences, you will be learning more and better lessons of life, you will be storing away in the temple of life, knowledge, in-

formation and experience which will be invaluable in the years to come. Then the switchman of your good fortune, inspired by your varied experiences, will throw the switch again, shooting you onto the main line with a velocity and a momentum which will carry you further on the track of achievement than could have been possible had you not been on one of life's sidings.

Do not grumble while sidetracked. Do not rail against fate while marking time on the siding. In such a negative state, you spend enough energy to shoot you from where you are to where you want to be, if spent in the opposite thought, in positive belief in yourself and your ultimate success, backed up by energetic effort and study. Thought is energy. Thought is power. Thought is achievement!

While on the siding do not think of conditions as they are, but think of conditions as you want them to be. While sidetracked spend your energy planning for the future, thinking of the goal ahead, believing in your ultimate victory and that energy will in time change the siding into the main line.

While on the side track of life smile, be optimistic, look up and not down, be cheerful and courageous, remembering that every experience of your life is for your good, and the sidetracking best of all.

Very often the experience of life which seems to be the crushing blow is the very thing needed to send us the farthest up—aye, every disastrous shock, every crushing blow, every defeated purpose, every sidetracked experience, comes into a man's life for the very purpose of getting him ready to do something bigger than he could have done without the disappointment, provided he spends his energy in constructive, optimistic, courageous thinking.

Russell H. Conwell was reputed the greatest preacher of his day. Charles H. Dana, of the New York Sun, called him one of the three greatest men of his generation. Conwell was sidetracked for years.

Conwell felt the urge and the "call" to preach, but was sidetracked. He was a newspaper reporter, an editor, a traveller, a real estate agent—sidetracked from his main purpose. At the age of thirty-eight when he decided to give up the things which had held him down, that had prevented him from beginning a professional career, and accepted a call to the little Grace Baptist church in Philadelphia, his friends and family were so disappointed that when he departed to accept his pastorate in Philadelphia they would not even go to the station to bid him goodbye. He was told, "You are too old to begin a professional career and be

successful; you have crossed the 'deadline.' Taking up a new and difficult vocation without special training, with the little pay and slight chances for advancement at your age, is dead wrong"—so his relatives thought.

Do not pay too much attention to what your relatives think.

Sidetracked was Conwell, but his experiences in life, in globe-trotting, in business, in meeting men and rubbing up against the experiences of existence were the very things needed to make him one of the greatest men of his day. Without having been sidetracked, Conwell might have died, unknown, unhonored and unsung.

Ralph Waldo Emerson was, in his day, one of the most sought after lyceum attractions in America. Emerson not only became famous but very rich. Emerson's greatness depended upon the fact that he had been sidetracked. Emerson was a regularly ordained "Minister of the Gospel," but he disagreed with the orthodoxy of his day and told the world a few of his opinions. Bang! his clerical head was cut off by the ecclesiastical guillotine. He was excommunicated, kicked out of the church, his ministerial papers taken from him; he was ostracized by his "brethren," branded as an outlaw, run onto the sidetrack of life with all of the speed that ecclesiastical machinery could develop.

Emerson sidetracked, made Emerson rich and famous.

Maybe the very thing that sidetracked you was the particular thing you needed to bring out the metal which is in you, to steel your latent powers to greater achievement. Sidetracked! It is a mighty good thing for anyone.

Charles M. Fillmore, head of an institution that prints over a million books, magazines and pamphlets a month, whose great teachings girdle the globe, in middle life was sidetracked.

He had engaged in the real estate business, and successfully, as far as his particular work was concerned, but he felt a call to render service to mankind in a different way from selling skyscrapers and real estate. So he began talking to individuals and started a little "sheet" telling what he believed the mind could accomplish. He first got out, himself, his little messengers of printed ink and paper. Sidetracked to a homemade unrecognized paper. Sidetracked for years, but he kept on just the same. His message spread, his paper grew, disciples began to assimilate his ideas, and today in Kansas City, Mo., his great plant covers a whole city block. His editorial staff, his great corps of hundreds of workers, and his great rotary presses turning out a million copies a month! Sidetracked.

It was on the side track that Fillmore got his best experience, put in his best licks for the great success he has achieved.

Blessed is the man who has been sidetracked, and if sensible as well as successful he thanks God for the siding.

I have a multimillionaire friend in St. Louis who came to the city a poor man, and with the savings of a lifetime, representing but a few hundred dollars, invested it in what appeared to be at the time a will-o'-the-wisp. When the thing seemed to have gone to smash and all of his earnings lost, himself out of a position, his friends laughing at him for being a fool, he went on the sidetrack coolly, deliberately, optimisitically and courageously. He never swerved from his ultimate goal. What money he had he had stuck in the venture and he would stay by the ship even though that ship was sinking. With a spirit undaunted and with the faith of an Abraham, he stayed on the side track, keeping his face turned toward the main line. Failure was the thing he needed. He stayed by the guns. He had lost his money and his position. Sidetracked, but on the siding he made his own job. The one man on the deserted ship, he stayed by the thing that had fizzled. Little by little the ship began to float, the wreckage was saved, the salvage cashed in, and today he is head of one of the

biggest concerns of its kind on the continent, a multimillionaire! He made his millions by being sidetracked, and taking it gracefully like a man, courageously like a victor, triumphantly like a king.

It does not matter whether you are sidetracked or not—it matters only how you act on the siding. Spend your thought, your energy, your time and your efforts with head uplifted, with shoulders thrown back, with eyes keenly set upon the goal, and as surely as you are sidetracked, so surely will you in time hit the main line and pull in at the terminal of a greater success.

Thank God for being on the siding!

CHAPTER V

TAKE IT LIKE A SOLDIER

WHAT kind of a punch can you take from the world's mailed fist? A side winder? That is all right, take it like a soldier!

If there is anything the world likes and admires it is a man who has spunk, and if there is anything that makes an individual feel like a man it is the feeling that he has grit, gumption and spunk. If there is anything that will make a man who is ready to surrender, feel like going on until he accomplishes the thing he has set out to do, it is spunk,—taking things like a soldier.

Have you had a full swat in the face by circumstances until you are staggered? (That is dandy, take it like a soldier.)

Staggers are good for a fellow—after it is over. He can appreciate straight walking a little better.

Nothing can eternally go wrong with the man who takes it like a soldier—things are bound to turn for him tomorrow. Nothing can be so bad that it can make such an one

cringe. He may hesitate, he may stagger, he may catch his breath, but you cannot stop him; you cannot break his back. He may slow up; he may back water; he may reconnoitre; he may seek shelter for a time, but it is only temporary; he is getting ready for a better sprint, for a greater fight and for a more glorious victory.

Whatever comes, take it like a soldier. Swallow your pride if you have to. Grit your teeth if you must, take the contumely of your neighbors if necessary, but smile withal and take it like a soldier.

In time you will see your pride was false, your teeth will become strong by exercise and your neighbors' frowns turn into expressions of congratulation.

To say to yourself, "I will take it like a soldier," will immediately change your whole outlook on life, nay, that is not all—just how one meets the changed circumstances of one's objective world, is the expression of one's individual thinking.

To feel that you are a beaten soldier is to acknowledge and accept defeat. To think that you belong to the regiment, to think that you are a "marine," to think that no matter what comes you can take it like a soldier, is to change your inner being, which in turn will change your outward world.

Your conditions today or tomorrow all depend upon your mental attitude.

Take-it-like-a-soldier-mental-attitude spells success and happiness. Take it in any other kind of an attitude and, good-night! No one can tell what will happen.

Take everything today and tomorrow and forever like a soldier and everything good that the world has to give to you and yours will in turn be dispensed as a good soldier desires it to be.

CHAPTER VI

EACH CLOUD HAS A SILVER LINING

EACH cloud has a silver lining, but, you say, you don't believe it. Pshaw, that's all in your way of thinking just now. You will change your mind tomorrow. When a person is going through "The Valley of the Shadow of Death," or trudging the tread-mill of life's monotony, or has his back up against the wall of difficulty and misfortune, it seems to be the natural thing for him to see only the present, forget all about the past and give no thought to the future. The truth of the matter is that in the past there have been thousands more of clouds with silver than with any other species of lining. Furthermore, if you keep the right frame of mind during the time when the clouds are hovering near, there will be thousands of brighter clouds in the future. Whether your clouds remain long or not depends upon how you think. Whether your future clouds will all have silver linings, also depends upon how you think.

If you think the clouds are dark now and are going to remain dark, you can just bet your bottom dollar that they will be dark for some time; and if you are unpsychological enough to think that the future holds no bright clouds for you, you can also bet your very last copper that there will be lots of dark clouds in the future.

Whether your life has dark clouds with many silver linings, or dark clouds with mourning embroidery, all depends upon your attitude of mind.

Where are the fellows who have never had any dark clouds? Can you name them? No, not one. That seems to be the law of life in our state of consciousness and why should you expect to be a favored son of Adam, to have nothing but sunshine and flowers, silver linings, and golden sunsets?

Of course, in the future, when we reach the higher state of consciousness, there will be no such thing as a dark cloud, but we are living today—here—now. Your dark clouds may come, but they will soon disperse if you think they will.

Honest to goodness, down in your heart today, you know that things are better for you than they used to be. Aha, I hear you say: "No, that is not so, I used to have money, but it got away." "I had a sweetheart, but I lost her." (Maybe that was

mighty good for her—who can tell); or, "I had a business, and it is all shot to pieces."

Sure, you can say such things as that—anybody can. But down in your heart, you know that the fire of experience has made you a better human being and that although you have lost money or love or business it has not actually been a loss, but an investment. The experience you have got out of this lost investment is a thing which will make you better now, and give you more money, love, and business in the future.

Every experience of life is good. The psychology of all dark clouds is to turn them all into silver linings. Right thinking will do it. You can do it, the same as others have done it.

I know a man who lost a thousand dollars a week for nearly a year. He did not grumble. He did not complain. All the time, he held the thought that what he was losing would come back to him in a greater way, and why not? The psychology of the whole affair was that he was tickled to death that he had a thousand dollars a week to lose for so long a time. Five years before, he had never had a thousand dollars in his life. The thousands he had made, he maintained would be made again with interest added. He had not lost a dollar of his principal.

Surely, any human being instead of complaining about a loss or about dark clouds, ought to be tickled to death that he could afford to have a loss. It is better to have loved and lost than never to have loved at all, so sang the poet Tennyson. It is better to have money to lose, than never to have had any. And when it is lost, it is bound to come back, if you keep the right attitude of mind.

What is your dark cloud anyway, compared with the other fellow's! I'll bet a penny that right now you are making mountains out of mole-hills. If some other poor rascal who has had affliction following upon the heels of affliction, and one sorrow chasing the other sorrow in quick succession, and one loss following another, had experienced merely the little trouble you are having now, he would think he was on a joy-ride or Fourth of July picnic. It is all a state of mind. You're magnifying your little troubles, while the other great trouble bearer is taking his like a soldier.

Buck up! Get a grip on yourself. Point a finger of disgust at yourself for daring to entertain the idea that the dark cloud is dark. Right now it is bursting with showers of bright-linings, and you do not know it. Your own mental attitude of gloom and discouragement is pushing back the silver lining and

the silver rays of success, health and happiness are not able to penetrate the dark clouds of your mental imagery.

It's all in a lifetime, anyway, whatever happens, and you ought to be tickled to death that you can have it happen. Because, whatever happens is for the best, if you think so, and tomorrow all of your clouds will be covered with layers upon layers of silver.

There are no dark clouds unless you believe it. There are no troubles but can be turned into joy, unless you deem it otherwise; there are no losses that are not gains, unless you confess it; there are no experiences of life but those that are for your good, unless you think it.

Whatever you have comes by thinking. Yesirree, even your black clouds are a matter of your own thinking. Remember, it is always darkest just before dawn.

DARKEST BEFORE DAWN

The clouds seem to float in more silent array,
And the hush to grow palpable, just before day.
All the forces of Nature seem subtly combined
To strike solemn awe into man's mortal mind.
If we did not expect such an hour dark and still,
It would seem that the gloom were an omen of ill,
But we enter this stillness, this black, cosmic shroud,
Knowing well that the daylight will push back the cloud.

From childhood's glad gambol on life's happy lawn
Man learns that it's gloomiest just before dawn,
And so as he rambles by streamlet or bower,
His heart turns to worship, whatever the hour.
Be it darksome and cold, ere the birds are awake,
He is never too weary obeisance to make,
Though he shrinks just a trifle as darkness grows deep,
He knows that the dawn o'er the hill will soon peep.

And so on life's pathways by every man trod,
Each must cherish a faith in himself and his God.
When a cloud of disaster appears in the sky,
And beneath its fell torrents defeated we lie;
When we think that the rainbow will never appear,
When no angel seems present to wipe our last tear;
Let us spring back to childhood, as light as a fawn,
And recall the old lesson of dusk before dawn.

In life, as in Nature, clouds gather and pass;
And their long trailing shadows float by on the grass.

As thicker they come in their nebulous flight,
We fear that the next will bring terror and night.
But lo! like the darkness preceding the dawn
The worst ones soon lift, and depart from the lawn;
While the sun, all the fairer for being away,
Gleams above the green branches and gladdens the day!

No grief e'er so gruesome, no night e'er so black,
But that rosy Aurora will push the clouds back;
So when troubles seem thickest, like gusts of foul smoke,
And with fast-ebbing spirits in darkness we choke;
When we think that our efforts have all been in vain,
And our souls groan aloud in their terror and pain;
When before us but gulfs of black space seem to yawn,
Then remember the lesson of dusk before dawn!

CHAPTER VII

"WHY AN EAGLE'S ON THE DOLLAR"

A MAN past middle life, very much in the dumps, down at the heel, with a hole in his pocket-book and nothing to put in it, told me that he knew why the eagle is on the dollar. "It flies away so I can't get it!"

That man's lack of abundance was purely a matter of his mind. He had a wrong idea of what the eagle is on the dollar for. As long as he thinks the eagle is on the dollar to make him chase it, all the chasing in the world can never let him catch up to it, and he is going to have a merry chase after a lot of eagles he will never catch. He will never even get near enough to put salt on their tails. He has the wrong slant.

If a man thinks money is going to get away from him, it will get there and in a hurry. And the bigger he thinks the eagle is, and the more power he thinks it has in its wings, the faster the dollars are going to fly away from him, and the harder he is

going to puff in trying to shoot some of the eagles and put them in his game bag.

That man did not know what the wings are on the eagle for, but I will tell you. The eagle is on the dollar with good strong wings, flying your way, and bringing oodles and oodles and oodles of sixteen-to-ones with him. Get your game net ready to coop 'em! They are flying your way, but they're going to pass you if you don't corral them. And they'll never even come your way if you think they're going in the opposite direction.

Get the right idea of the dollar, and the dollar will get to you!

CHAPTER VIII

"WHAT ARE YOUR NEEDS?"

THE more your needs, the more should be your accomplishments in the future. Needs form nature's spurring way of pushing a man up and up and up.

The flower pushes itself through the soil because it needs the sunshine. Go out into the forest and see how the tall trees gradually push themselves upward. Sometimes we find great trunks perceptibly inclined toward a lighter space and sometimes we notice more limbs on the sunnier side of a tree than on the other. Such anomalies when not due to the great northwest winds are invariably due to the tree's quest for light. It strives for all the light it needs and in the effort grows more on one side than on the other.

What are your needs? The more your needs, the more nature grants you in the way of dynamic urge and inward push to seek that which you want. If your needs are great, then you know that your fulfill-

ment in the future will be great, provided you keep the right attitude of mind. Believe you will achieve, that you're going to get there, that you can, you will!

The history of nature, human and subhuman, is the same story of need and its fulfillment. The biologist gives the theory that the seal was originally a land animal of the wolf or dog variety which during dangers and protracted famines on land sought its food first nearer and nearer and finally in the water. It has now acquired most of the characteristics of an aquatic animal, nature having come to its aid in the face of its great need and its equally great determination.

Need was the impetus for the change. Impressed and constantly reimpressed by the need of existence, generation after another achieved the modifications which culminated in the seal form.

Your greatest growth, no doubt, will come because you have more needs—you need education, you need better environment, you need more money, you need success. The more your needs, the greater within you will be that urge and pushing toward the sunlight of success.

Be thankful that you have lots of needs. Rejoice that there are many things which you still desire, and be happy that you are in

a world where the response to your needs, if you properly apply yourself, will bring to you the thing you want.

Rejoice in your needs!

CHAPTER IX

DO YOU BELIEVE IN SIGNS?

DO you believe in "signs"—"bad luck"? I should like to devote about one hundred pages to ridiculing the foolish superstitions attaching to many little, harmless things which we think bring us bad luck.

Friday, the thirteenth, for instance.

If you spill the salt, you are going to have trouble in the house.

If you break a mirror you are in for seven years' bad luck, etc., etc.

Bad luck to walk under a ladder. It may be bad luck if there's a careless painter on top and he spills his paint can as you pass under.

Some good people think that if a black cat crosses their path at night, they are also in for a streak of bad luck.

There is really some common sense in saying if you crossed the trail of a skunk after dark and unexpectedly stubbed your toe on his frame, you are liable to have bad luck if his perfume tank is operating. That's about the only bad luck you would have. But of

course to some people that would be bad enough, especially if they were on a vacation and that was the only suit of clothes they had with them. But you see the mind doesn't produce that kind of bad luck,—the kind that lets you stumble on skunks in the dark, whose only way to protect themselves from big, giant enemies like yourself, is the end of a tail and the swish of a smelling tank.

There is no bad luck anywhere unless your thinking makes it so. Your only bad luck is expecting to have it—we get what we expect. Expect bad luck and skunks, and bad luck and skunks are what you may get. Expect good luck and love, and love and good luck you'll get. Get busy on good luck getting.

CHAPTER X

PATIENCE SHOT TO PIECES

HAVE your plans misfired, your hopes been blown to smithereens, your ambition dampened, your spirit squelched and your back bone weakened? In short, are you all shot to pieces? Fiddlesticks! Just because you happen to feel like a worn dime with a hole in it that can't be cashed any more than a sixty-four shinplaster, you think everything has gone to pieces for you. Piffle! That's the way you feel today—but wait until tomorrow!

You've been down in the dumps before, haven't you? Sure you have and you admit it. If you have ever had any kind of experience like other ordinary human beings who have climbed to the top, you've been shot to pieces on many occasions before and you got the pieces together again, trudged on your way rejoicing, thanking God that you had a chance to get a few holes punched into you with a few stray shots of Misfortune's gatling gun.

Where is the fellow who hasn't been shot to pieces a few times? You must not think

that you are the only favored son of man who has been rammed through by the spears of experience. Ah ha! my good fellow, how very complimentary to yourself to think that you alone have been thus favored.

But no such thing! There are others—you are only one in the great army of men who have been shot to pieces a few times. You are only one of many who have been rammed through many, many times. You are only one in the rank and file of the great army of life, every soul in which has had the privilege of having been shot to pieces. Your shots haven't torn you any more than they have torn your comrades. You only think so—that's all.

You're nursing an inflated bump of ego—to think that you can be shot to pieces and still live. Thousands before you have been treated likewise, my dear comrade, and they have survived. Yes, right today thousands of others in the same army as yourself, wearing civilian clothes, have had their coats of arms riddled with the bullets of life's tough battles, but they are marching on to new successes, greater power and wider influence.

You can do the same thing. It's a matter of mind. You want to change your mind, and—if your clothes have been too riddled with old bullets of long thinking—change your clothes. A few stray shots from the

enemy's ranks having riddled them and shot you to pieces are no indication that the enemy can keep up his firing forever and forever. One of these days his barrage must stop—his bombarding must cease and his onslaught be checked. The sooner you change your mind and resolve that your "shot to pieces" stuff is imaginary, the sooner will you be able to face the enemy and call him yours.

Did you ever see a soldier returning from the front not proud to say that he had been in the thick of the fight, had borne the brunt of the battle and had come back with scars? Did you ever see a real he-soldier limp back to sit on the curbstone, place his finger in the bullet riddled holes of his old uniform and whine because he had been hit a time or two? No—the real hero stands up; maybe one leg is gone, but he stands as erect as he formerly did on both. He throws back his shoulders and his eyes flash as he tells about the battle he was in, how the enemy was put to rout, how finally the flag of victory was planted upon the enemy's fortifications.

That's hero stuff for you! That's the army example for you! That's the only thing you dare emulate. You dare not be so unpsychological as to mourn over your shot-to-pieces situation and condition.

If you believe in your success and your

triumph and in your power, if you continually hold the thought of success, employment, promotion, affluence, harmony, prosperity, growth and love in mind, you will soon forget you are shot to pieces. You will change your clothes of wrong thinking and put on the new garments of right thinking. When you change your mind, you change your condition.

If you have been shot to pieces, what of it —so have thousands of others. But, if you continue in this frame of mind you will be shot to pieces a few more times before you get through and shuffle off this mortal coil. Yes, I can give you the positive assurance that if you continue to think about being shot to pieces you are going to get a few shots that you did not expect and then you really may have something to complain about.

But as it is now, you aren't badly hurt. The fellow next to you has suffered more wounds than you. There, just to the right of you, is one who has been shot to pieces a dozen times more than you. Look at the poor fellow on your left who hasn't been able to change his clothes since the last conflict because he has been shot to pieces so often there isn't anything left to change. He is still marching on and here you sit down, complain, sigh and want to quit the

game of life, all because your new uniform has been the target for a few stray shots.

Get the mental attitude that all things are right, that all things are good, that all things are prosperous, that all things are delightful and that all things are harmonious. Hold that attitude and see how quickly a change of clothes will be brought about. It will be like sleight-of-hand, you won't know what happened but will have on a new suit quicker than Cinderella lost her rags and was made ready for the ball.

What do you care if your suit has been shot to pieces a few times—goodness me! you ought to be tickled to death that you have an excuse to get rid of the old suit and if perchance a few stray shots should riddle the coat tail of your new one, you ought again to rejoice that here is another excuse for a transformation, because each time you change clothes, you are changing your condition for the better. It is only the man who can buy many suits of clothes each year who feels intimations of oncoming triumph and if you can change a few suits of clothes each year, because you are forced to do it by circumstances and by stray bullets, you ought to be tickled to death over your good luck.

Thank the Lord that you have had enough

shots shot through you that you can get rid of the old suit and can put on a new one.

Now look at yourself in the mirror. Don't you look better? You really don't know yourself now. When you go home tonight your wife will have to call in the neighbors to tell her who you are. You have changed your clothes and you have changed your mind and by changing your clothes and changing your mind you have changed your expression so that now you are a new man. Render thanks to the battle of life and be grateful for all it has done for you.

There are thousands of people today who, if they only knew it, would like to have the same discouraging experiences that you have had, in order that they, like you, would be forced to get new clothes. A man can't wear a dozen new suits of clothes each year without raising the rate of his vibration for greater success, health and happiness and if you can have the excuse to get some new clothes because the old ones have been shot to pieces, take your excuse and thank God that you have good reason for discarding old for new. After you have become accustomed to your new suits of clothes and to your new attitude of mind, you will then have the joy of becoming accustomed to your new circumstances, to your new position, to your new success.

Shot to pieces, eh? What a lucky chap you have been! Many another fellow has been shot to pieces and carried out by the undertaker. Here you've been shot to pieces all in your mind and the clothier comes along and puts on you a new Hart, Schaffner & Marx suit, dresses you up like a king and sends you out among the captains of industry.

If we were not psychologists we might envy you the experience of having been shot to pieces because it has changed your mind and so put you on the high road for bigger things.

Shot to pieces, eh? How glad we are for you and how we trust you are wise enough to be wise for yourself. Shot to pieces, eh? Why, if you hadn't been shot to pieces a dozen times or so to rouse your fighting spirit and make you dig in your toes, clinch your fists, set your jaw and go forward at the next bugle call of experience, you would by now be nothing but a second rater, and probably a down-and-outer. But here you are, thinking along new lines, getting ready for the next advance, having your mind in tune with the infinite, preparing to be crowned with the laurel wreath of the victor and have pinned upon your breast the world's croix de guerre.

Glad to hear you say you have been shot to

pieces, glad to see your face changed, your clothes changed and the fresh march begun. Go forward with the mental decision that you no more in the future, will recognize stray shots which riddled your clothing, upset your plans and blocked your way.

Success is in your mind, change your mind and have success.

CHAPTER XI

THE BATHTUB AND YOU

WE are told on good authority that the first bathtub in the United States was installed in Cincinnati, Ohio, on December 20, 1842, by Adam Thompson. It was made of mahogany and lined with sheet lead. At a Christmas party he exhibited and explained it, and four guests later took a plunge. The next day, the Cincinnati papers devoted many columns to the new invention, and violent controversy soon arose regarding it.

Some papers designated it as an Epicurean luxury, others called it undemocratic, as it lacked simplicity in its surroundings. Medical authorities attacked it as dangerous to health.

The controversy soon reached other cities and in more than one place medical opposition was reflected in legislation. In 1843, the Philadelphia Common Council considered an ordinance prohibiting bathing between November 1st and March 15th, which failed of passage by but two votes.

During the same year the Legislature of Virginia laid a tax of $30.00 per year on every bathtub that might be set up. In Hartford, Providence, Charleston and Wilmington, Delaware, special and very heavy water rates were laid upon persons who had bathtubs. Boston, in 1845, made bathing unlawful except on medical advice; but the ordinance was never enforced and in 1863 was repealed.

When you are inclined to be down in the dumps, remember the bathtub. It came out all right. So will you.

No matter what your "ups and downs" are, you haven't anything on the bathtub. We magnify our own troubles and build imaginary ones until we really think we have troubles, but, like everything else, our troubles are mostly in our minds.

Suppose the bathtub had thought of the troubles ahead of it—what it might bump into, where it was going to land and what would be its final outcome. Maybe you and I would still be taking our baths in a thimbleful of water dumped into the wash basin, whereas, thanks to the fact that the bathtub triumphed over all its difficulties, we can hop into a nice porcelain tub, take our plunge and go on our way rejoicing. If the bathtub can come out all right, how about a man? How about you?

We have just about as many troubles as we think we have, no more; and it is just as easy to overcome the little stumbling blocks of the future, if we think we can, as it is to eat peas with a knife. It is all a matter of getting used to it. Maybe you haven't had enough troubles yet to get used to them. That's your trouble. If a few more troubles had got you used to trouble then you could take the troubles that are ahead of you without any trouble. It's a good thing "never to trouble trouble until trouble troubles you," then you can take the troubles that are ahead of you without any trouble. It's a good thing "never to trouble trouble until trouble troubles you." That's what the bathtub did.

And then, when the bathtub did get into trouble, it didn't pay any attention to the trouble that it had tumbled into. What are your ups and downs anyhow compared to the bathtub's trouble? Have you ever been called undemocratic? Have you been attacked by the medical authorities? Have narrow-minded, contracted, bigoted, muddle-headed legislators dragged your name into court, and tried to make laws prohibiting the use of your name or forbidding you to proceed with your private affairs? Has your name been covered with as much mud as the bathtub's?

Then recall the different steps the bathtub had to encounter all the way from the old-fashioned kind up to the porcelain. It has been one step of advance after another, despite the fact that many efforts were made to impede its progress.

How many hard things have been put in your way? How many difficulties have you been forced to surmount? How much mud have you had to get off your name? Why, that doesn't matter. Look up and learn a lesson from the lily, the buttercup and the bathtub: Shakespeare says we find sermons in stones, books in the running brooks and good in everything. When you look about searching for sermons, why not turn to the bathtub? It's a new idea, but it may be a good one. Surely you are worth as much as many bathtubs.

Have your trials, mistakes, troubles, sorrows, failures and limitations been ping-ponged back and forth from Cincinnati to Philadelphia, and Philadelphia to Boston, and Boston to Wilmington and Wilmington to Hartford, and Hartford to Providence and back again? Until then you haven't anything on the bathtub.

When you are down in the mouth, remember Jonah. He came out all right, so did the bathtub.

CHAPTER XII

HOW ARE YOU?

THE Hindoos have a most charming form of salutation, namely: "I salute the Divine in you." Compare that with the way we greet one another in our country, in this civilized bull-pen of the U. S. A., to-wit: "How are you?"

If a man got out on the wrong side of the bed in the morning, or if he ate too much apple pie too late at night, if he started the day with a grouch, or if he has a "torpid liver," see what a toboggan slide you thrust this man onto by saying: "How are you?" Instantly, his pie-eating dyspepsia becomes worse, his grouch more grouchy, his "torpid liver" more torpid and altogether he is a much worse man after you said "How are you?" than he was before.

When you inquire, "How are you?" of an easily affected person or one who thinks he is in a hard way, you straightway put into his hand a "suggestion" dagger with which he immediately begins to rip open his old sores, slash his old scars and cut his own throat—in mind.

"How are you?" The response will probably be, "I am worse," without even a thank you, but when two Hindoos meet in the East and their salutations to one another are, "I salute the Divine in you," instantly the rate of vibration goes up; the mind feels linked with the Power House of Divinity from which emanates perfect health, success and happiness—not dyspepsia, grouch or "torpid livers."

"I salute the Divine in you" is not so bad for the "poor benighted Hindoo" after all, is it?

The Divine in me salutes the Divine in you!

CHAPTER XIII

WHY AND WHEN IS A MAN OLD?

THE old adage that "a man is as old as he thinks he is" has more truth than poetry in it. The fact is, a man becomes older in mind sooner than he does in body. To illustrate: If a man were to carry his arm in a sling for six months without using it, he would find considerable difficulty in using it when the sling was removed. The same is true with the mind, only more so—it degenerates more rapidly with misuse. When the mind is not stimulated to function, it becomes useless and atrophies.

It is a common expression to be heard from those on the lookout for jobs that "the world is hard on an old man"—that business wants the young man—that professions are kinder to the young man than to the old, that a penalty has been placed upon old age. As a matter of fact, a penalty is not imposed upon a man because of the age of his body, it is only the old in mind who are penalized. We find many men old in body but young in mind and vice versa.

The trouble with so many people lies in the fact that they exercise their bodies in stimulating work without attempting to exercise their mental faculties in stimulating thought. The body is so constituted that it may carry itself for many years and daily do a full day's work, and be serviceable more than sixty years. But, unless the mind is exercised, the body will become wasted, sluggish, and lacking in alertness. In order to keep the mind active and young it must be used just as the body must be used to keep it in trim. We see the result of the proper use, or lack of use of the body in the early twenties—it is not necessary to wait until the sixties. For instance, between the ages of twenty and forty or fifty, a man who is normal can do a good day's work. We mean by that, of course, that his muscles will stand the strain, and his body will carry the burden. If he has lived a normal existence, he will still be able to bear the cares and shocks of life. It is interesting to notice the mind of the same person in the twenties and in the forties and sixties. As a boy in the early teens he graduates from the elementary school and enters the high school. The third year in the high school he leaves. We will grant he is now sixteen years of age. He leaves school because he has never been forced to use his mind, and he goes out to work. He uses his

body consistently, keeps his muscles in trim, but lo, what happens to the mind? Within five years of leaving school, if this sixteen-year-old boy, now twenty-one years of age, should try to make his grade to go back to high school, or to make up lost studies to enter college, he would tell you that it was a tremendously hard thing to do. He would tell you it is harder to get his brain to work for him than his muscles.

I believe every individual, whether he is of the mental type or any other type, who has had in his young manhood years of non-training of the brain, when he wanted to go back to college again, or take up studies or in some other way improve his mind, found that it was harder for him, though still in his twenties, to use his mind than his body.

You see, therefore, that the mind becomes old much quicker than the body. That a man is as old as he thinks he is, is as true as can be.

Carry the analogy a little further and you will discover that this twenty-one-year-old man who has thought that he should like to resume his school work, finds the effort too severe. He takes a little night school work, but it's a great effort to get his mind to become active. He sweats more brain sweat now than he ever sweated perspiration before. In six months or so, he finally gives

up the educational fancy and decides that he will continue in the commercial world, in his trade, or it may be at manual labor, where he can pick up an odd job now and then. He can continue his work now until he is sixty. At forty he can keep up with the other men in the gang.

But what about his mind? By the time he is thirty-five his mind has become so warped, has become so useless from lack of exercise, that he is not as charitable or as big in soul as when he was twenty-one. His mind has been allowed to run in a groove. He has got into a rut. The mind has not had a chance to exercise. He has taken on certain physical and mental habits. He thinks only along certain channels. He cannot accept the other man's point of view unless it conforms to his narrow-minded, one-track vision which he has been nursing for the previous ten to fifteen years. By the time he is thirty-five years of age if he has read but little, if he has taken in but few lectures, if he has not associated with people of a mental type who are discussing the current events of the day or art, literature, science or politics, he has become a one-track, one-sided, narrow-gauged individual who is in fact, a much less charitable citizen than when he became of age. At thirty-five he's more narrow, more set in his ways and more deter-

mined in his untrained point of view than he was at twenty-one.

His mind has become old much quicker than his body. He has heard that by the time a man is forty-five it is time for him to wear glasses, and so when he reaches forty he is looking forward to the day when he shall have to put window panes in front of his eyes, or hang goggles on the bridge of his nose. He hears that when a man is sixty, it is time for him to get ready to die, that he will be an old man by the time he is fifty-five, therefore, his mind gets into the habit of thinking of old age, of thinking it is time to get ready to die, so that by the time he reaches fifty-five, he is actually an old man. Although his muscles will work for him and he can still do a fair day's work, he is old in mind and because he has thought along old age lines his body becomes a little weakened. At the age of sixty he is expecting old age to creep upon him, and lo, the thing that he feared has come upon him! He has heard that a man gets his second childhood and his dotage, so if perchance he lives until seventy, he is expecting soon not only to lose his eyesight, and become so weakened that he may have to be helped around, but he expects that he is going to lose his mind, is going to take on his second childhood, revert to the

childish mind and lo, again, the thing which he has feared comes upon him!

A man is indeed as old as he thinks he is. Now will you follow me as I try to solve some of the problems of the hour and will you but consider a moment what it means in the industrial world for a man to become old in mind before he becomes old in body.

True, it is hard for a man at the age of forty to go out into new fields of endeavor to seek a job, whether manual or mental. Why? He is old in mind before he is old in body. What do I mean by that? In addition to what I have already said, he has become so warped in his mind that he is now a grouch in his narrow-tracked mental rut. He is so "done gone sot" in his ways, that he can accept the point of view of no one else; he is old in his mind. He can tolerate no instruction that might show him how to do his work a little better—he is old in his mind. He will not accept the well-meant suggestion of his superiors that he take up new and improved methods. Why? He is old in his mind. He becomes so set in his way that his mind cannot act flexibly, his mind will not respond quickly. His mind has been so held on one mental plane for the last twenty years that he cannot use it to consider the point of view of anyone else. All he can see is his own little narrow-minded contracted groove

that he is in and when the boss would like to pull him from his rut to place him on a high road where there would be better pay, advancement, and more influence, he cannot see the business or the recommendation through his colored goggles of ignorance and prejudice.

He is older in mind than his boss of seventy. The boss has grown with the times. The boss has kept his eyes open. The boss has used his mind to see new devices come in, to see new business methods used, to see conditions changing, and the boss has been able to adjust himself and change with the times, but the forty-year-old subordinate who is in the same old job where he has been for the last ten or fifteen years, has not changed with the times—he has remained old in mind and grows older by his wrong thinking every day. He wonders why he is not promoted or why he can not get a job —he is too one-sided and set in his way to be of much use.

Therefore, I am making a plea in this modern day (although I have always been for the industrial man and I always shall be, I have always fought for the under dog and I always shall)—I am making a sensible psychological plea in this day of ours, to people who think the economic world is using them unfairly and unjustly that they use

psychology, that they get their minds to work, that they change with conditions, that they change with the times, that they meet the situations of the hour, if they wish to develop and grow and be an influence and a power in the world which they may now be condemning, not because the world is at fault, but because they themselves are old in mind.

It is not fair, much as we deplore some of the underhand methods of modern business, it is not fair to blame the modern business man for relegating men at the age of forty to the bench. If a man is on the bench at the age of forty or fifty, he has no one to blame but himself. He has become old in mind long before he became old in body.

It is well understood psychologically and otherwise that most people at the age of forty have had their habits physically and mentally so set that it is hard for them to change—they are old in mind. This old world of ours takes a new somersault about every twenty-four hours or less and we are changing our opinions and our conditions and our ideas and our methods so rapidly that what we used twenty years ago in the business world, is absolutely discarded today. The man who is conducting business along the same methods as he conducted business a quarter of a

century ago is a man who is in a little two by four "joint." He who has kept pace with the times, who has changed his business methods to meet the requirements of the hour, is the captain of industry. The difference between little and big business men is in many instances a difference of mind. One has grown and developed, but kept young while he used his brain and exercised his mind; the other has grown old by lack of mental exercise; by putting his mind in a mental sling.

Anyone who has ever employed people knows that it is much easier to give instructions and have them carried out, to a person who is in the early twenties than a person who is in the early thirties, and anyone who has ever employed many people also knows that by the time a man reaches thirty-nine or forty or forty-five it is very difficult to get him to follow new instructions. He is a one-track minded man, he is in a rut, he is down in the gutter of old, old age, and he prefers to stay in his mental rut than exercise his mind to get out. He complains, he blames the world, he curses the modern business methods because at the age of forty or fifty he is looking for a job and no one wants the old crab.

Therefore, you see the necessity of a study of psychology in this day in which we are

living. Any person who has left school at the age of sixteen (going back to our analogy) who has made use of his mind by reading newspapers, books, magazines, going to lectures, taking in extension courses, improving his mind by correspondence courses, by associating with people who discuss art, literature, science or current events, may never have had an opportunity to finish his college education and yet at the age of forty he is still young, he is just beginning to get ready for his life's work. His body is in the pink of perfection, and his mind is likewise active and like a race horse, ready to go at the drop of a suggestion. This same person who has kept his mind during these fourteen years active by mental exercises, at the age of forty is ready to take up some great life's work. At the age of fifty he is still better than at the age of forty. When he reaches sixty he is taking on greater and greater mental work. He can continue this until Father Time shall come and claim him for his own.

Verily, one is as old as he thinks he is. A man can work mentally until he is ninety or a hundred years of age, and if he has exercised his mind during that time, at the age of eighty or ninety, when the body becomes a little frail, his mind is stronger than ever.

So the man who is on the bench today at

the age of forty, who is blaming modern conditions because he cannot get a job ought to see himself as others see him. If he really takes account of stock, he will see that he has been a mental sluggard. He has been lazy in mind so long that he has become old in mind—out of joint with the times, without ambition and laying all blame for his failure in life upon his employer.

How much this old world needs psychology, that people may get the right mental attitude, that people may develop their minds, keep their souls aflame and their brains active, alert and agoing!

CHAPTER XIV

"THINK PLEASANT"

NO person should ever go to bed at night without having pleasant thoughts as he drops off to sleep. He should form the habit of using this time to charge his subconscious mind with what he desires, always, however, with a positive, health, success or happy thought. "But," says some old grouch, "I can't go to bed at night 'thinking pleasant' when I haven't looked pleasant for forty years." Why haven't you looked pleasant for forty years? You look as though you haven't looked pleasant for four hundred years, all right. Your phiz is the tell-tale of some bad thinking on your part, but "Cheer up. While there is life, there is hope." The worst old grouch can yet have a smile on his face and his kiddies call him blessed.

You can always have a pleasant thought when you are awake in the morning. As you take your exercises, positive, health, success and happy thoughts should be in your consciousness. It is better, of course, to take

an affirmation while you are exercising, but the point I want to make is that you must not allow yourself to entertain unpleasant thoughts for a single minute.

And the harder it is for you to think pleasant thoughts, the greater evidence that you need to do it.

The worse you feel and the harder it seems to hold these pleasant thoughts, the more necessary they are for you, and the more good you will receive from them if you persist until you get hold of them. If you say, "I can't do it"—"I don't feel like it"—"I'll wait for some more convenient day," you are putting off until tomorrow what ought to be done this very minute. Hop to it. Now is the time. You need to hold a pleasant thought more than the other fellow. In fact, you must! We will not let you do any otherwise.

Things have been going wrong at the office, have they? No wonder. You've been holding wrong thoughts. Everything seems to be jumbled in your business, the work shop is all "out of kilter" and your home is topsy turvy. Of course they are. You've been having wrong thoughts. Think pleasant and see what a change there will be, and the harder it is for you to think that you can think pleasant, the more imperative it is that you do think pleasant.

Think pleasant now.

Smile, you rascal, smile. Think pleasant.

Up come the corners of your lips. King Gloom is putting on his night cap and is about to steal away. The morning sun of Happiness is spreading o'er your soul, and the beams of pleasant thoughts are now radiating from your face.

* * *

It pays to look pleasant, doesn't it?

Think pleasant, and the world is a pleasant place to live in.

Speaking about thinking pleasant at the moment of getting up in the morning, be sure that you have no alarm clock to awaken you. You should so train your subconscious mind that you will awaken slowly in the morning; then hold your pleasant thoughts as you come to consciousness, and get up in a moderate, peaceful, happy way.

Do not jump out of bed startled, or in a hurry as though the house was on fire. The physiological, as well as the mental, effect of this method is most unpsychological. When you jump suddenly from a recumbent position in which your blood is flowing evenly and passively, to an upright position, the sudden shock is not likely to prove beneficial to the system, to say the least.

Have all things in order. Keep your peace and your poise always, and your power will be greater.

CHAPTER XV

IT'S BETTER TO SMILE

H. A. BALLOU, of Worcester, Mass., is hailed as the biggest retail paint merchant in the United States. There is a reason.

First, Ballou is a born psychologist; has been working at it all of his life and now has become an adept in understanding the underlying psychological laws which give a man success, health and prosperity.

The reason is, first, that Ballou believed he could sell paint. He had that indomitable, psychological faith in himself which has helped put him in the class of the great paint merchants of the country.

But it is not always the man who has faith in himself who gets to the highest peak. Just there is where the rub comes with many a person who has a little smattering of psychology. A jackass may have great faith in himself, so that when he balks, or won't go, he has such faith that nothing can budge him, that sometimes he does not get budged, but who in the world would want to have a jackass faith.

Many a person, however, gets the notion he is going to do something whether he pays the price for it or not. Therefore, be as wise in your psychology, as a Solomon upon the judgment bench. First, have that great faith in yourself, but then back it up with other virtues.

That is what Ballou does. Ballou has had the faith, and second, he had the spirit of work without which no man with psychology or without psychology is going to accomplish the maximum amount of achievement. Ballou had the faith and Ballou could work. But faith and works, despite the reputation this phrase has from the Scripture, is not always enough to make you the greatest paint merchant in the country. Along with your faith, your works, you need a little business judgment, and business judgment is always augmented by a smiling countenance. That is where Ballou shines—he can smile!

But not only has Ballou the faith, the grit and gumption to work, the judgment, but he mixes all of these virtues along with his paint to sell it, and the smile that finally gets the customer's name on the dotted line, for he sells paint by carload lots, and the smile that can keep the great force of workers loyal and true and at 100 per cent efficiency.

But that is not all of the virtues that

Ballou has. The one other great thing which added to the rest has made him so unique in the paint world is his spirit of giving. Ballou understands the psychological law of giving; he knows that the more you give out the more comes back, therefore, he literally covers New England with his gifts, he deluges the country with his gifts—he buys them in million lots. Think of it! No wonder he sells paint. He gives so much stuff away that he attracts to him the people who need paint. Any man who has faith in himself, the spirit of work, good business judgment, the virtue of a smile, and the virtue of giving so that he can give millions of things away will sell some paint, believe me.

Ballou gives matches, thermometers, hand brushes, floor brushes, floor mops, whisk brooms, flat iron holders, and whatnot's, and whatnot's, and whatnot's. If you have any novelty to sell as a gift see Ballou in the Blue Paint Store, 142 Main St., Worcester, Mass.

Verily, it is better to smile and to give.

CHAPTER XVI

ONE THOUSAND DOLLARS A WEEK FOR LAUGHING

ONE of our Boston friends told us of a woman who had great trouble and sorrow, this through her melancholy moods, so that she repelled all of her old-time acquaintances and friends until she was traveling the highways of life alone, deserted by all except one friend, who stuck closer than a brother. This friend told her that she was losing not only all the beautiful things in life, but her own soul as well by being so morose, so down-hearted and melancholy. Her friend said that she could win back all she had lost and more if she would change her attitude and smile.

Of course it was bitter medicine for her to do this, but by the aid of her friend she was able each day to take a simple mechanical laughing exercise. The mechanics of the laughter by a little practice soon became real laughter. She injected this smiling and laughter into all of her conversation and daily life. Her friends gradually, one by

one, began to return, and when they did they went away smiling and laughing, remembering the sunshine of her acquaintance and the spirit of her home. Her name as a laugher, a smiler, a good hostess, began to spread, and kept on spreading; she attracted to herself more friends than she had ever had before; her circle of friends and acquaintances so widened until she was even known outside of her own city as a person of most wonderfully attractive personality.

Smiling had changed the woman. Instead of the melancholia, the grouch virus, driving people away from her and repelling those who really wanted to be her friends, the woman's charm attracted people until she became famous. The vaudeville heard of this wonderful laughing woman and she was engaged at One Thousand Dollars a week to go into vaudeville and teach the people how to laugh by her genial, smiling spirit.

Who says that it is not Better to Smile? Not the woman at one thousand per, to be sure! Try it and see—It Is Better to Smile.

CHAPTER XVII

OLD AND YET NEW

"I pray thee God make me beautiful within."—Socrates.

And we have thought psychology is modern—nay, friends, it is as old as civilization but moderns are putting a new interpretation upon it and like Heinz, of "57 varieties" fame, we are advertising that the thought within, makes the world without.

Wise old Socrates understood.

HOW TRUE

A stitch in time saves your pants from ripping—Get busy.

CHAPTER XVIII

GIVE AND GET

ALWAYS be willing to give a little more than you think you have to give. It may be that you will not need to give it, but have the willing spirit to do so. This is true in business, in politics, in life and in domestic affairs.

Any man going in business usually has a little reserve fund from which he can draw to put more into the business, providing it is necessary—he is willing to give more money to put his business over if he must. In one of the big cities of the Pacific Slope, there was a man in the candy business. He made Twenty-two Thousand Dollars in eighteen months. He started with a capital of Three Hundred Dollars. After a big catastrophe it was hard to get electric light service, so "Mac" did the next thing.

It was against the law to have candles in the store, but it was also necessary to have light to do business after dark. Since he was in the candy business, the evening was the best time of the day for him in his loca-

tion. He had asked the Electric Light Company to give him service but they couldn't do it—so they said. He spent some eight or nine hundred dollars a month usually, illuminating store and signs for his business, but even to a good light customer like him, the company couldn't give him any service—"They would, just as soon as it was possible."

He went to the office of the president of the Electric Company but was refused an audience, so he sat on the outside of the president's door until the president went out for lunch. When the president went out he grabbed him by the coat tail and told him who he was, and asked if it were possible to get some service. The president replied "No! Would be glad to accommodate you if we could, but it's impossible." Mac said, "Well, thank you, that is all I wanted to know," and he went back to his store.

He then went out and bought a box. Wooden boxes were scarce. They sold at fifteen dollars per. He went to the head of his shipping department and said, "Fill this box with one-pound and five-pound boxes of candy, the best that we have; spare nothing." Then the box was delivered to the home of the president of the Electric Light Company. The actual cost of the box to "Mac," probably was fifty dollars. He was giving.

The next day while "Mac" was busily engaged in his own office, the president of the Electric Light Company was announced. He, himself, came over to see Mac and said, "We shall get some light up to you, we'll make a special effort and you can count on having all the light you want." While the rest of the candy manufacturers and retailers were resorting to all kinds of miserable light makeshifts, "Mac" was flashing the big electric signs, and thereby cleaned up Twenty-two Thousand Dollars in eighteen months because he knew how to give. He gave his customers the best quality he could make. He gave them the most willing service that could be given. He gave his life along with the goods, and his spirit to the purchasers, and in comparison to what he gave it came back to him.

Giving is the great Law of Life, no matter where and how we are situated.

CHAPTER XIX

PSYCHOLOGY IN EVERYTHING ESPECIALLY YOU

PSYCHOLOGY is as old as the hills; if it is not as old as the eternal Rockies or the Towering Himalayas, but it's at least as old as man. Even the cave man used psychology. When he stood at the mouth of his cave, alone and single handed to defend the rights of his family, or to ward off the wild beasts who were prowling around, seeking what they could devour, it was the psychology which made our ante-deluvian ancestor come out victor. In other words, he had such confidence as did our stone age granddads. He was master of the situation.

When you and I were tadpoles (if we ever were), we were then using psychology even as now, for the big frog in the puddle and the big tadpole in the pool who makes himself master of all and king of the whole shebang, is the ruler and acknowledged leader because he has such faith and the confidence in himself that all others meekly bow to his sway.

Therefore, from the wiggling tadpole down the eons of centuries to our cave progenitors through the evolution of man, to the present time, psychology has been the big asset in every successful life.

Perhaps the pollywog doesn't know he is a psychologist, probably the caveman could not have spelled the word and might have split his tongue in the effort even to get it out, nevertheless, psychology was used.

Now, Ty Cobb, the king of hitters in baseballdom, has made out a scientific schedule classifying what wins in baseball. We have usually thought that pitching was the big thing and according to Ty Cobb we are right, but we thought pitching was more than half of the game, whereas Cobb says it's only 40 per cent. Here's the way he estimates baseball values:

Pitching	40%
Batting	20%
Fielding	20%
Psychology	20%
Total	100%

This Psychological Ace, Cobb, figures Psychology as "confidence and willingness to win a game." If there's any jinx sitting around on the bats of the players or in the pockets of the batters or in the minds of the

pitchers, confidence — psychology — stabs young jinx to death. In fact, if you have plenty of psychology—that is, lots of faith and confidence and willingness to win the game, you don't mind the jinx any more than an elephant minds a fly sleeping on his tough skinned back.

Cobb ought to know for he has been in the limelight, as a king bee in the baseball world for many a day. When you are away from Detroit, they say that Ty Cobb owns the city of Detroit. Psychology did it. Some of us thought that Ford owns the city, but according to enthusiastic fans, there's only one real man in Detroit and that's Tyrus Raymond Cobb, manager of the Detroit Tigers.

If Ty had turned his energy and enthusiasm into editing a psychological magazine, he would have a pretty big batting average in the psychological world. Ty knows that psychology is a big part of the baseball game. He has tried it. He has seen other fellows needlessly lose their ginger, their pep, their nerve, their faith, and their morale and when they have lost all of those, they are gone goslings. Of course, any fellow who loses as much as that, would be "gone" altogether, baseball or no baseball.

The first essential for your success, for your health and for your happiness, is psy-

chology—Ty Cobb's "confidence, faith and willingness" in winning the game of life.

Have confidence, have faith and be willing to play life's game like a man and you will win.

CHAPTER XX

THE UNUSUAL MAN

ALL men who do things out of the ordinary are unusual men, and the unusual man, as a rule, gets plenty of unusual knocks, kicks, thumps, black eyes and jolts from the world's mailed fist. That is the price unusual men pay for their unusual success.

Hence, if you are getting plenty of knocks, kicks, thumps, black eyes and jolts, it probably is due to the fact that you are an unusual man and the difference between you now, and the unusual success you will achieve tomorrow, is only the element of time, plus the will to hang on and take a few more thumps, whacks, browbeatings, lashings and black eyes from the world's mailed fist.

The one thing that may keep you from becoming an unusually successful man, is the fact that, when you have been brow-beaten, lashed and tongue-whipped you give up just a day too soon.

Ask the unusual men who have made un-

usual success what would have happened if they had given up at different times when they felt as though they had taken about all they could stand. If they had given up when their minds were tortured by hostile criticism, their backs beaten by failures and their eyes blackened by mistakes, ask them if they would be successful today.

But you do not have to ask them, I can answer your question for them.

No!

They are what they are—successes—because they paid the price exacted of the unusual man. They hung on when others said, "It cannot be done."

All unusual men get unusual beatings sometime or other. In our present state of consciousness it is the way of life. So, if you are having your beatings now you ought to rejoice and sing praises and thank the good Lord that you are putting these beatings behind you, and you will therefore not have to get so many tomorrow. Beatings are one of the penalties of success.

When you see the successful man ride by in his limousine, board his yacht or take a hop in his airplane it looks so easy,—as if fate had strewn his pathway with roses and given him a feather tick on top of an Ostermoor. But know ye, when you see the successful man enjoying the fruit of his labors,

that he did toil, he did have his beatings, he did hang on until the storm clouds had passed.

So, thank God that you are an unusual man, and hang on a little longer. The very thing that may make you great and make it possible to achieve the success you want is your unusualness.

Do the thing that your heart prompts you to do, that the spirit within dictates and you will win. It may be a roundabout way you may have to travel, a stony path you may have to climb. You may have to cultivate the spirit of a Hercules,—but whatever you want to do you can do it, if you will do it with all your might and never say die.

So, when your friends and relatives think you are unusual, and you do not do things as some one else does, and when you are pronounced odd, and peculiar, then grit your teeth, clench your fist, smile under your belt and thank God that you are an unusual man and that you are after unusual success.

All unusual men have their days of darkness, their hours of strife and their moments of hesitation—their gardens of Gethsemane.

Thank God for what you have, plod on, look up and smile, until you, the unusual man of today, scorned by friends and neighbors who do not understand the unusual

path you may be treading, in an unusual way, will one of these days turn out the kind of man people will be proud to know, proud to cultivate, proud to call friend.

CHAPTER XXI

KEEP EVERLASTINGLY AT IT— IT PAYS

DID I tell you about an insurance salesman who was turned down fourteen times in Sioux City? Finally, he heard me talk about the value of courage and the necessity of going back to see a prospect again. He started out the next day and sold one man, whom he had given up, and made $260 in commissions. Then he went back to see another man who had refused to buy. This man said, "Look here, I have told you 'No' fourteen times, haven't I?" The salesman replied, "Yes, I know you have; but the next time you are going to say 'Yes.' " This salesman had faith, courage and conviction and not a single doubt or negative thought.

Just as he said this, the daughter of the man to whom he was trying to sell came in. The salesman knew he had something the man should have. Turning to the daughter, the father said, "What do you think of this?" "I think you ought to take it," answered the daughter. "Didn't I tell you the

fifteenth time you would take it?" said the salesman. The man signed the application blank and by so doing permitted the agent to earn a big commission.

Build up confidence and emotional power; then have them balanced by peace and poise and equilibrium. You are going to be worth more to yourself next year than now, and five years from now you will still be worth more to your God all the rest of your life.

CHAPTER XXII

WHERE DOES ABUNDANCE COME FROM?

THIS is a true story one of my class members told in Indianapolis. The teacher is still living.

It was during vacation time, and the teacher's funds were completely exhausted. She was unconsciously concentrating, turning over and over in her mind, "Where will I get twenty dollars?" She boarded a street car in Indianapolis, sat down, and was unconsciously running through her mind, "Where can I get twenty dollars?" A strange woman took the seat next to her, opened her pocketbook, took out a twenty-dollar gold piece and said to the school teacher at her side, "This looks beautiful, doesn't it?" "Yes," replied the teacher who sorely needed the twenty dollars, "That does look beautiful, indeed." The stranger replied, "Well, it is yours." The teacher gasped and was unable to express herself. She needed twenty dollars, and lo! here it was put into her hands. She refused to take

it, but the strange woman said, "It is yours —I want you to have it." When the teacher went home and explained what had happened, she was advised to find the strange woman and return the money, but some one else who understood psychology said, "No, the person who gave it to you did so out of the goodness of her heart and she wanted you to have it. It belongs to you; therefore, keep it."

CHAPTER XXIII

WHICH WAY DO YOU THINK?

Do not think on what has been, but on what will be. You will never be a has-beener if you think you are an is-goer.

If you believe you are going forward, someone will give you a push upward.

If you think you may slip backward, somebody may throw a banana peeling to help you slide.

Which way do you think?

APPENDA

HOW TO NAIL "FEAR" ON THE HEAD

The common saying, "A man can make a mountain out of a molehill," contains more truth than poetry.

When our imagination takes wings and fancy runs wild, we can picture and anticipate more troubles in five minutes than we could actually bring upon ourselves in a lifetime.

Imagination uncontrolled: Imagination can do almost anything. It can give us the right mental attitude for success, health, and happiness; but uncontrolled can build structures of doubt, sorrow, ill-health, and a miscellany of troubles, which with slight effort can bring tumbling down upon our heads these horrible structures we have created in our minds.

When I was a little fellow and living in the foothills of the stony country amid the Allegheny Mountains, some of my elders thought it very smart on cold, dark winter

nights to send me upstairs on an errand to a room blacker than pitch, and then stand at the stairway below and thump on tin pans and utter unearthly yells to scare me. Then, of course, I would come tumbling down the steps like a puff-ball. I was not six years of age. Naturally I believed many of the goblin stories that had been told me, and when such a performance was enacted I did not take time to count the steps or see where I stepped to make my exit from the goblins ready to seize me. I came down any way I could get down, and the faster the better. The grown-ups thought they were playing a very clever trick.

But there were really no goblins up there. There was nothing whatever in the dark for me to be afraid of; albeit with the proper stage setting, of goblin stories told me prior to my going upstairs into the dark, with the right contraptions below, and the yells of my tormentors, I imagined things that were not there.

Later in life, when my creditors were pushing me, and when trying to make my way through college, I was frantically endeavoring to make ends meet, many days going with only one meal and some days with nothing at all to eat, I imagined very strange things. I saw myself thrown into prison for debt; I saw myself lying in a

coffin dead from starvation; I saw the future so black that I prayed night after night (in those old days when I believed in that kind of a prayer) that I might die before I should awake.

As a matter of fact when I did not have three meals a day it was really good for me, but I did not know it in those days. Most of the humans living in the rich United States of America, where ninety per cent of the population over-eats, would be much better if occasionally they did eat but one meal a day; but I did not know that. I had been raised to think it necessary to put away three squares anyhow, and if I missed a meal it was the first button pushed to call the undertaker.

Imagination did it—that's all.

Most of the troubles of man are imagined. Our worst troubles never come.

Troubles That Never Came

The bridges that I've often crossed
  Before they came in sight,
Have been of many, many kinds;
  Been grey, or black, or white.
I fancied many brutish ones,
  And many could not name;
I've had my many troubles, but
  The worst ones never came!

When squirrels get their nuts for food,
  They gather for a year,

And do not worry 'bout the next,
For that they have no fear.
But man is not content today,
He lives with troubled aim;
A-thinking 'bout the troubles past,
And those which never came.

Some people build their mounts of care
Of many sorts and kind,
Which like the bridges that they build,
Are mostly in their mind.
Though sun's ablaze and sky is clear,
They think of lightning's flame;
They had their many troubles, but
The worst ones never came!

Now God is in the universe,
The birds and squirrels know.
They worry not, nor do they fret,
For what we reap we sow,
If we sow deeds they'll bear their fruit,
For God will hear our claim.
If we trust Him then we can say,
The worst ones never came!

—DAVID V. BUSH

Whether a man's troubles are real or imaginary there is one way to meet them and rise superior to them. There is one easy, sure way to knock every fear in the head and throw it out of the mental picture gallery instantly. It is so simple that you will wonder why the human family has not been taught it from infancy. This is the procedure:

It is a well-known anatomical fact that many pains both real and imaginary can be overcome by using the very muscles where the pain is lodged. This method of attack is equally salutary in overcoming mental gloom and depression of spirit; it can be employed to overcome your fears and your troubles. Suppose you owe money and know when you go home tonight there will be a creditor sitting on your front door-step and one at the gateway and a third at the back door and a fourth in the parlor. Suppose you are threatened with bankruptcy or ejection from your home. Suppose your wife has run away with another man, or business is not so good. Suppose you are out of employment and you do not know where to look for another job. Suppose you think the world has gone to pot and you face complete ruin. That is precisely the time to plunge right into your troubles, and say: "Well, what of it, anyhow?" Repeat that thought a number of times and I will guarantee that most if not all of your troubles, whether they be real or imaginary, will vanish away. "Well, what of it, anyhow?" "Well, what of it, anyhow?"

You Can

New and Enlarged Edition
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By DAVID V. BUSH

YOU want to know how to get the maximum amount of success—this book will unlock the hidden treasure.

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PRICE

In Uniform Red Cloth Binding.....$3.50

David V. Bush, Publisher, 225 N. Michigan Blvd., Chicago, Ill.

Practical Psychology and Sex Life

NOT 1 per cent of all married people actually understand or follow the proper sex relations. To 80 per cent of all married women the approaches of their husbands are repulsive. Statistics show that 99 per cent of all divorces are the result of improper sex relations. Nearly 80 per cent of all female troubles are the result of malpractices and practically every case of nervousness and hysteria is the direct result of the lack of sex gratification.

In this wonderful book, "Practical Psychology and Sex Life," Dr. Bush has fearlessly torn aside the curtains of prudery and revealed the scientific methods of copulation and reproduction. In plain, understandable English he teaches proper sex relationship—how, when, and where.

It instructs a woman in dietetics and exercising during pregnancy; and tells her how, should she be past her menopause, she may become sexually active once more.

With a stroke of the pen he severs the ties that bind us to the ignorant conventions of the past. The veil of silence is wrenched away and the happiness and harmony that come from righteous Sex Life are made understandable.

This work is an epoch-maker in the history of Practical Psychology. Not alone in the realm of sex life, but in every other phase of psychology it stands pre-eminent.

It discusses the Law of Vibration and how it works for business success and prosperity; it tells you how to raise the rate of your vibration for success, health, and happiness. It provides you with the means of overcoming fear and worry and instructs you in how to get what you want.

It reveals the secret of staying young. It teaches the methods of scientific sleeping, scientific feeding, and scientific breathing; the education of the subconscious mind and how you may put it to work for your success; how you may save your children from immorality.

It shows you how you may develop the powers of hetero-suggestion and become a healer; how constipation may be cured and surplus flesh reduced.

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Price **$25.00**

David V. Bush, Pub., 225 N. Michigan Blvd., Chicago, Ill.

Character Analysis

How To Read People At Sight

By David V. Bush, D. D.—W. Waugh, Ph.D.

THOUSANDS of ambitious, well-meaning men and women are not reaching their goal of success in life for a lack of a definite knowledge of the differences in people.

If these people only knew the principles of Character Analysis—how it enables one to quickly read another—they would lose no time in acquiring so important an asset.

Business men lose customers; employees lose positions; husbands lose wives and wives husbands, friendships are broken—money is lost and mothers do not understand their own children all for the lack of a proper understanding of each other's temperaments.

To be able to correctly analyze another has a definite cash value—it has given men wealth, influence and leadership—placed women in positions of social distinction and fame.

To know how to read people at sight enables you to handle and manage others—gives you a power that will return you vast dividends in wealth, friends and success.

With the knowledge this book gives, you will be able to impress, convince and persuade others—you will be able to adjust yourself to the various personalities you meet without creating friction or antagonism.

An understanding of Character Analysis will permit parents to know the peculiarities and temperaments of their children and better enable them to govern and direct them. With such knowledge parents will be able to create an environment conducive to the child's benefit. The future work or profession of the children can be selected along lines for which they are best fitted to make a success.

Teachers armed with an understanding of Character Analysis can intelligently direct their pupils—can handle them without friction—can better understand the characteristics of the child and direct them along the right path.

Business men will be better able to select types that conform to the job at hand and will better understand how to manage employees to get the best results. They will know how to meet different types of men and convince them.

Salesmen will find a knowledge such as this the key to their success. To be able to know a prospective customer—to understand his idiosyncrasy and temperament before attempting to sell him—to be able to work along a definite, well-defined plan suited to the man will assure more orders, friends and earnings.

Never before has such a comprehensive and thorough treatise on this science been written. You will be quick to see the practicality, simplicity, and thoroughness with which the authors have gone into this subject. Character Analysis is a practical guide book to human nature.

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A brief outline follows below:

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The Five Human Types—How they run true to form.

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Hands—Not "palmistry" but biology.

Flexibility—Its meaning.

Texture—Thin skin, delicate or rough, and what it means to you.

Nose, Eyes, Ears, Mouth and Chin—Significance and expression, which show you why you act as you do; why you are where you are and how to make the best of your talents; how to protect yourself from the wily, the "clever," the dishonest and the pretender.

Home and Marriage—Types that should and should not marry each other.

Practical Parenthood.

How you can make the most of your own type—Eliminating your weak points and how to build your strong points.

In it you will find the latest discoveries in Psychology, Biology and Pedagogy that pertain to this subject.

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THE PSYCHOLOGY OF SEX

How to Make Love and Marry

This work, a sequel to "Practical Psychology and Sex Life," is an exhaustive study of the rules which work for happy marriages and sex harmony.

It is a plain statement of scientific facts. It calls "a spade a spade." It teaches each one of us how we may choose the mate who is suited to us and how by following the scientific laws of sexology we may achieve the supreme happiness of Life.

It discusses the five planes on which a love-mate should be chosen. It tells how to discover whether another's temperament is suited to your own and how you may attain the maximum enjoyment from his or her companionship.

It instructs in methods which enable you to know those who are unfitted for marriage, either through disease or incompleteness. It teaches how to conduct a magnetic courtship and win the one in all the world who can make you happy.

It shows the rhythmic sex tides which are part of every woman's life. It shows how to discover these periods and the rules which should govern a husband's actions during them.

It instructs in the mutual adjustment of sex relations—what to do if a man is sterile or a woman is barren; and how sex weakness can be cured and manhood restored without the use of a drop of medicine or drugs.

It teaches frankly the science of copulation and perfect reproduction. It instructs the man in his duties toward his wife during the important period of pregnancy.

It brings out the most difficult thing in married life for the man and shows him plainly how he may overcome it.

It is at once the most comprehensive and clearly written book ever produced on this subject. It is a book that should be the guide and foundation for every marriage—the rule of life for every married couple.

PRICE

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Psychology of Healing

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FEW PEOPLE today are foolish enough to deny the irresistible power of the subconscious mind. Great leaders of psychology such as David V. Bush have universally proved that solely by utilizing the subconscious mind any man and woman can rise to unheard of heights of strength and power and success. And Dr. Bush is one man who has been able to explain the vast mysteries of the subconscious and to demonstrate to others a simple and easy method for using this illimitable force. In "How To Put the Subconscious Mind to Work," Dr. Bush has told in plain and easily understood language how you can fathom and develop your subconscious mind; how you can harness it and put it to work so that it will bring to you all of the things which you now desire but which you have believed were out of your reach. It was by harnessing and developing the subconscious that Dr. Bush himself rose from poverty to international fame and independent wealth, and since that time he has shown many thousands of people in every part of the country the tremendous possibilities of their subconscious minds and taught them to use the subconscious in a way that has brought them abundant health, financial prosperity and unalloyed happiness.

Get this book at once if you would know the tremendous force that lies in your subconscious mind waiting to be put to work for you.

DAVID V. BUSH
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At last after three years of investigation, research and corroboration David V. Bush has completed CONCENTRATION — MADE EFFECTIVE AND EASY, which is creating the biggest sensation of the decade in the practice of psychology.

Students of the unlimited field of Psychology find if complete concentration is possible for them then there is absolutely no limit to the things they can accomplish and obtain through the amazing powers that are theirs. For those Dr. Bush has prepared this remarkable book, CONCENTRATION — MADE EFFECTIVE AND EASY, by which even the earliest beginners find it a simple matter to put off all distracting thought so that they can give their entire attention to the subject in hand.

The technique of the easy workable principles for concentration are outlined in this one volume.

Scientific and yet practical — deep and yet in Dr. Bush's own inimical language — easy to read and to apply.

These principles have helped thousands of people who are unable to concentrate, to become adapts in concentrating.

"I had almost discarded my efforts even tho I saw others obtain wonderful results through psychology" one man writes. "Then I read CONCENTRATION— — MADE EFFECTIVE AND EASY and after that I had no more difficulty. I realized then that for so many years I had made no effort to concentrate that I seemingly had lost the ability to do so. But it is very easy now."

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PSYCHOANALYSIS

Kinks in the Mind

WHAT is the kink in your mind? Does your subconscious mind entertain thoughts of fear, sickness, poverty, unhappiness—do you lack courage—have you been hampered in reaching your success goal—do you want to be master of self and your own destiny? Do you wish to conquer disease—strengthen your personality—be more and do more?

Here, then, is a way to overcome all these mental handicaps and develop within yourself constructive action. Dr. Bush, through his vast experience in handling thousands of cases, has proved beyond a doubt that all sickness, poverty, and unhappiness are caused by "KINKS" in the mind. When the store house of the intellect, the subconscious mind, becomes clogged with morbid thoughts and destructive suggestions, the physical being refuses to work in harmony.

Dr. Bush tells you how to train your subconscious mind along the path of creative thinking. He points out the means of attaining the very things in life that your better self has longed for. He explains how you make your "Dreams of success come true" and he gives you actual examples.

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The Universality of the Master Mind

The Highest Plane of Consciousness.

How to Reach It.

Its Rewards.

This is one of the most masterful treatises on the relation of Practical Psychology to practical Christianity ever written, and is at the same time, a noble and inspiring study of the life of the Great Carpenter, whom Dr. Bush characterizes as the Master Mind of the Ages. To read this great book is to know the life of Jesus of Nazareth in a way no other writer has ever depicted it. The book is prophetic, daring and unrelenting in its insistence upon the acceptance of Christ and His teaching in the orthodox church as well as in the various new schools of Psychology, New Thought, Jewry and advanced thinking. "The Universality of the Master Mind" marks a new epoch in applying the common sense principles of Psychology to the daily practices of the organized churches of today.

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GRIT AND GUMPTION

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Coupled with his original epigrams and suggestions he has delved deep into the lives of other successful men and women and dug out the actual WHY of their greatness and success.

If because of the lack of Grit you have failed, this book points out to you the way to acquire Grit and make it help you over the rough place in life's highway.

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Dr. Bush, in his quaint way, gives you some true anecdotes of what love has done. He shows how Universal Love creates higher ideals and opens up new worlds for those lonely souls who do not understand the philosophy of his teachings.

*The Chemistry of Thought

How Thought Affects the Body for Health or Sickness—Success, Friends, Prosperity and Love.

COMBINED with this volume is an instructive lesson on the Chemistry of Thought. Scientists tell us that our thoughts, whether for good or evil, bring a chemical reaction in our blood that affects our whole physical being. This is a very wonderful discovery and teaches us the value of control over our emotional thoughts and actions. Dr. Bush gives you the advantages of his experiments and knowledge about this strange mental process. It's a thing that all should know about, because the seed you sow will come back to you. This is the inevitable law of nature. What makes his message more interesting are the actual experiences he relates—stories that prove this truth.

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By all means read this book. It's interesting, instructive and helpful. More than fifty pages, heavy cardboard cover.

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*This is from "Applied Psychology and Scientific Living." David V. Bush, Pub., 225 N. Michigan Blvd., Chicago, Ill.

*How to Develop a Winning Personality

How to Be Beautiful and Popular

The Law of Abundance

How to Double Your Efficiency and Earning Power

Price 50c

*From "Applied Psychology and Scientific Living." Volume 1 of the "Fundamentals of Practical Psychology."

PERHAPS at times you looked around you at the abundance of good things others had and envied them. Perhaps you have considered that luck so bountifully supplied these things. There is an abundance for you, too—a regular avalanche of life's treasures if you but understand and apply the Law of Abundance. A very interesting experience of Dr. Bush's when he went from school to preach at a typical western prairie town, is the basis for his discovery of this law. He found by the long, hard road of experience that abundance may be had if one understands how to get it and is willing to pay the price. You will be amused as well as enthused by his story—and you will readily grasp the value of his experience and apply it to your personality. Dr. Bush claims that poverty is a disease—a sickness aggravated by a mental depression. You will quickly see this and profit by his advice after reading this book.

That mysterious thing known as personality ceases to cause wonderment after you read his message on "How to Develop Personality." Through your personality you not only achieve a full measure of success, but attract business and friends. Personality is something that cannot be made by barbers or tailors. It may be acquired only through mental processes. And through your personality you become beautiful because the mind moulds the features. The power of a winning personality has always been the royal road to success. From bootblack to president by the might of personality has been the experience of some men. Can you afford not to know about and understand the secret of personality? You and every normal person have within yourself the power to change your entire personality. Get this book and understand the laws that will make you grow in power and personality.

Nearly a hundred pages.

David V. Bush, Pub., 225 N. Michigan Blvd., Chicago, Ill.

*The Functions of the Subconscious Mind

Genius—Original Knowledge—Universal Mind

Different Degrees and Planes

What It Is—Where It Is—How It Works—Hunch—Psychoanalysis and the Subconscious

No man need ever fly the black flag of failure if he understands the functions of the subconscious mind.

Sickness, fear, despondency and other unnatural feelings may be banished through the workings of the subconscious mind. Dr. Bush has a comprehensive understanding of the functions of the mental processes that control the subconscious mind. In a very plain understandable way he opens the door for you to wonderful possibilities through an understanding of its principles.

If you are seeking a way to overcome fear, discouragement, ill health, bad habits or failure, grasp the opportunity offered in this volume and forever rid yourself of these destructive conditions.

Learn how to train the subconscious mind to help you gain the bigger, better things in life—whether it be position, wealth, influence or friends.

Know that your subconscious mind is a positive element in your life—a thing that can be moulded into power for your good.

Bound in paper, price.....50c

*This is from "Applied Psychology and Scientific Living." Volume I of "Fundamentals of Practical Psychology."

David V. Bush, Pub., 225 N. Michigan Blvd., Chicago, Ill.

*SMILE! SMILE! SMILE!

Fear, Man's Worst Enemy Where It First Came From and How It Can Be Eliminated After This Life, What?

Smile and the world laughs with you. Weep and the world laughs at you. A genial smile will warm the cockles of the coldest heart. The power of laughter—the frankness of a pleasant smiling countenance will gain you friendships and drive away dull care. Dr. Bush gives many examples of this and explains just how laughter causes a physical change that benefits and makes a broader and better life. Through Dr. Bush's early struggles, when poverty and discouragement were with him day and night—he never failed to smile. You will realize the value of laughter after reading this book.

It has been said that more people die from FEAR each year than from all sickness. Dr. Bush thus terms FEAR, MAN'S WORST ENEMY. He explains how fear paralyzes the heart —how it retards ambition, how it makes men timid and places them at the mercy of others. If you are a mental coward, it's time for you to pull up short and take stock. You can never expect to be a leader if you are afraid to go alone. Dr. Bush tells you how to conquer this Arch Enemy of Mankind. He emphasizes his story with examples and gives you the simple secret of crushing this disturber. Fear becomes less a menace when you learn how to conquer it.

Price **50c**

*This is from "Applied Psychology and Scientific Living." Volume 1 of "Fundamentals of Practical Psychology."

David V. Bush, Pub., 225 N. Michigan Blvd., Chicago, Ill.

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By DAVID V. BUSH

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HOW TO VISUALIZE

Rules for Visualizing

TO visualize and concentrate successfully, certain definite principles underlying the laws that control the functions of the mind must be understood and applied. My experience in thousands of cases shows that failure is often due to the wrong application of these laws—to a misunderstanding of the mental processes necessary to properly focus the thought waves upon some definite desire and the urge of the conscious mind for too hasty action.

The laws of visualization and concentration are well defined and when properly exercised are without limitation as to success, but to accomplish results one must understand and use these laws properly.

You will more readily grasp the principle that governs the laws of visualization and concentration after reading this book.

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